

Our Mission

Delivering NASA Science face-to-face to the world.

With nearly 30 years of history and experience, NASA's Science Communications Support Office has established a well-deserved reputation as the primary point of contact for the Science Mission Directorate and Earth Science Division for science exhibit outreach and product development. The office brings together a unique skill set in "one team" that allows them to plan, organize, develop, design, and deliver successful execution of small- and large-scale exhibit-support services.

Our Vision

The Science Communications Support Office (SCSO) strives to provide an inspiring and interactive venue, using a unique storytelling approach, that allows a variety of audiences worldwide to connect with NASA Science, offering:

- opportunities for individuals to engage face-to-face with NASA scientists, engineers, modelers, and outreach personnel alike (e.g., via dynamic scientific presentations and demonstrations);
- access to free and accurate scientific information related to a variety of interesting NASA missions, research topics, and scientific discoveries (e.g., science story booklets, mission brochures, *The Earth Observer* newsletter); and
- unique visual scientific perspectives by way of stunning imagery and other creative multimedia content (e.g., Hyperwall, Dynamic Planet).



The Year in Numbers



11
domestic
scientific
conferences



1 White
House
conference



6
public
events



6
newsletter
issues



26
exhibits



9
brochures
booklets
programs

16
professional
society
meetings



9 new
science
stories

7
international
conferences

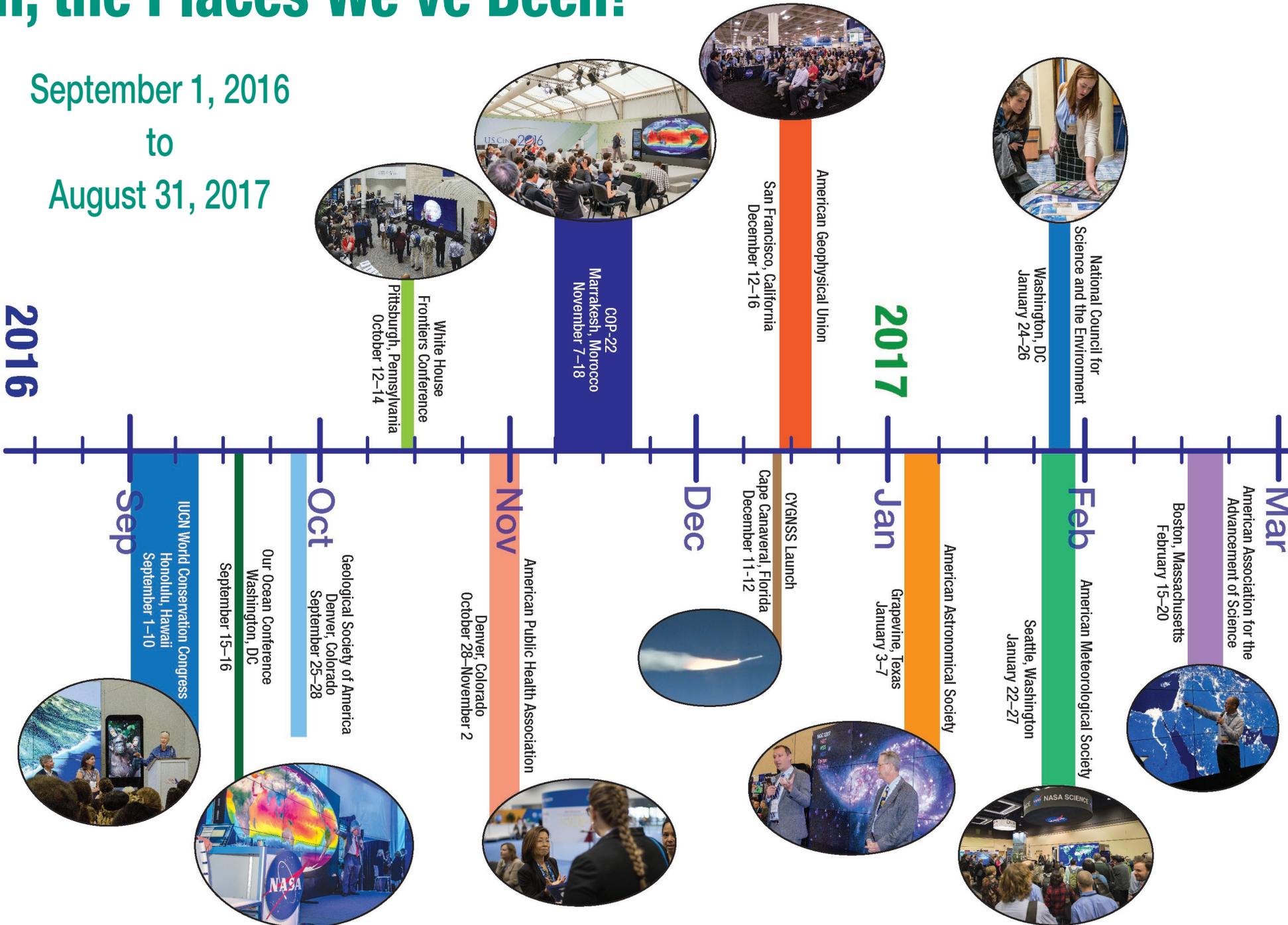


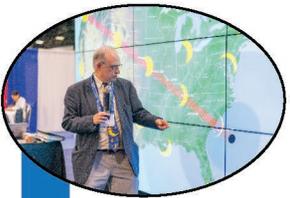
Oh, the Places We've Been!

September 1, 2016
to
August 31, 2017

2016

2017





American Chemical Society, Washington, DC
August 20-24

Sep

Eclipse 2017

Charleston, South Carolina
August 18-22



Asia Oceania Geosciences Society, Singapore
August 6-11



IEEE International Geoscience
and Remote Sensing Society

Fort Worth, Texas
July 23-28

Aug

Artscape, Baltimore, Maryland

July 21-23



Jul

American Library Association, Chicago, Illinois
June 22-27



Air & Waste Management Association

Pittsburgh, Pennsylvania
June 5-8

Jun

Japan Geoscience Union, Chiba, Japan
May 20-25



Maryland/Delaware Library Associations

Cambridge, Maryland
May 10-12

37th International Symposium on
Remote Sensing of Environment

Tshwane, South Africa
May 8-12

May

National Math Festival

Washington, DC
April 22



European Geophysical Union, Vienna, Austria
April 23-28

Earth Day at Union Station
Washington, DC
April 20

National Science Teachers Association

Los Angeles, California
March 30-April 3

Apr



What We Do and How We Do It

The Science Communications Support Office—together with upper-level management at NASA Headquarters—identifies the most relevant and beneficial scientific conferences and public events to attend based on the nature and importance of NASA priorities. The office routinely works with program representatives, scientists, and outreach personnel to ensure a balanced portfolio of content to seamlessly communicate information about all the agency’s programs and scientific discoveries.



Exhibit booth planning, design, and set-up



Participant engagement



Science stories coordination



Special exhibit design and fabrication



Hands-on demonstrations organization

NASA’s Hyperwall continues to be among one of the most effective platforms used to communicate NASA Science by way of presentations given by scientists, guided docent tours, and standalone visuals accompanied by storytelling captions. The staff offers a unique skill set that allows the group to plan, organize, develop, design, and deliver successful execution of small- and large-scale exhibit-support services and the several thousand communications products that have been developed and implemented over the years.



Science tours with the Dynamic Planet



Fun hands-on activities



Engaging demonstrations

“This is our second year attending NASA’s Earth Day celebration. We thought it’d be a great way to teach our kids the value of science education.”

Event Highlights



American Geophysical Union (AGU) Fall Meeting San Francisco, California

Student winners of the 2016 AGU Data Visualization and Storytelling Competition presented their visualizations on the Hyperwall.



COP-22 Marrakesh, Morocco

The U.S. Department of State hosted the U.S. Center at COP-22, where the SPSO supported the NASA Hyperwall and Dynamic Planet display.



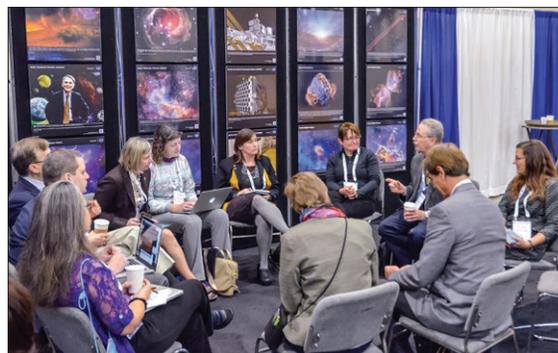
Eclipse 2017 Charleston, South Carolina

The Hyperwall was set up at the College of Charleston to support NASA's *Eclipse Across America* event. The photo above was taken during a press conference that utilized the Hyperwall.



Asia Oceania Geosciences Society Meeting Singapore

James Green (Director, Planetary Science Division, NASA Headquarters) and Jack Kaye (Associate Director of Research, Earth Science Division, NASA Headquarters) pose in front of the conference Hyperwall.



American Astronomical Society Annual Meeting Grapevine, Texas

Paul Hertz (Director, Astrophysics Division, NASA Headquarters) meets with university students at the NASA exhibit booth during the conference.



Our Ocean Conference Washington, DC

John F. Kerry expressed interest in NASA Science Stories about night lights data used to track illegal fishing in the South China Sea.

Our Collaborations

Over the years, the Science Communications Support Office has developed a network of connections within NASA as well as with other U.S. government agencies, professional societies, non-government organizations, and international space agencies. Being enmeshed in this well-established web of interconnectedness allows the office to more effectively communicate NASA's role—and in particular, that of the Science Mission Directorate and Earth Science Division—as a world leader in exploration, scientific research, and technology.

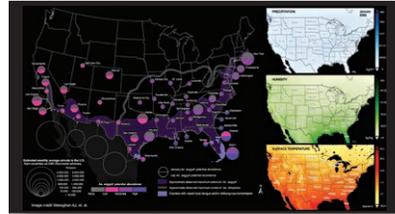


Science Visualizations We Made



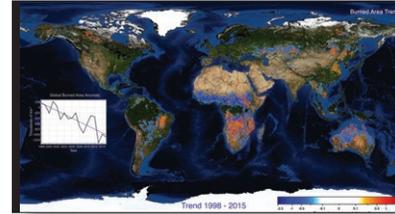
Cape Canaveral and Orlando Landsat Timeseries

Comparisons of land development for these locations in 1972 and 2016.
svs.gsfc.nasa.gov/30761



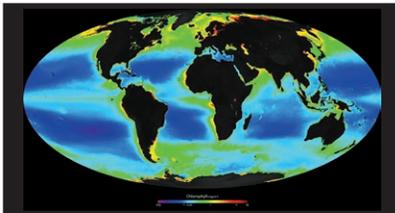
Mosquito Spread and Health

Zika virus mosquito population growth in 50 cities within or near the margins of its known U.S. range during 2006–2015.
svs.gsfc.nasa.gov/30824



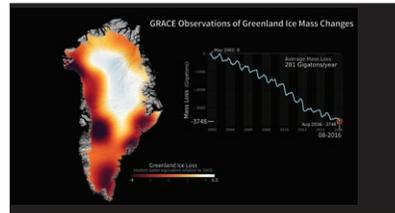
A Human-Driven Decline in Global Burned Area

An animation of global fire activity during 1998–2015 shows a nearly 25% decline.
svs.gsfc.nasa.gov/30888



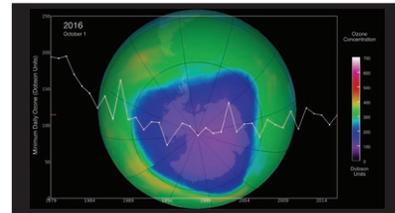
SeaWiFS Full Mission Composite

Ocean chlorophyll concentration averaged over the full mission—September 4, 1997 to November 30, 2010.
svs.gsfc.nasa.gov/30801



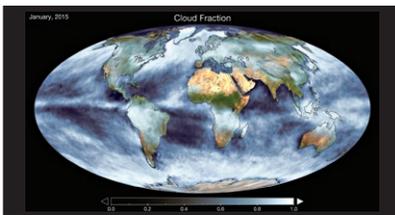
Greenland Ice Loss 2002–2016

GRACE data show changes in Greenland ice mass since 2002.
svs.gsfc.nasa.gov/30879



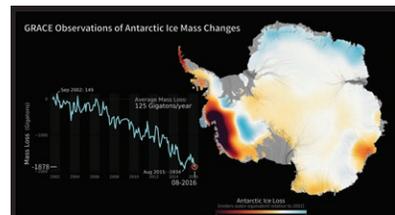
Ozone Minimum Concentrations, 1979–2016

Globes showing minimum ozone concentration reached over Antarctica.
svs.gsfc.nasa.gov/30889



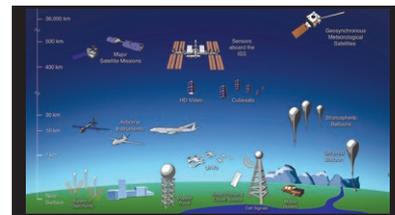
2015 Monthly Cloud Fraction

Animation showing cloud variation within a year throughout the globe.
svs.gsfc.nasa.gov/30839



Antarctic Ice Loss 2002–2016

GRACE data show changes in Antarctic ice mass since 2002.
svs.gsfc.nasa.gov/30880



Remotely Sensing Our Planet

A diagram showing types of remote sensing platforms used today.
svs.gsfc.nasa.gov/30892

One of the most popular means of communication at NASA exhibits in recent years is a testament to the innovation of the Science Communications Support Office and its commitment to remain on the cutting edge of communications technologies. The Hyperwall is a video wall capable of displaying multiple high-definition data visualizations and/or images simultaneously across an arrangement of screens. When this technology was emerging, the office staff saw potential for a new approach to storytelling at their exhibits. The Hyperwall made its debut in 2011 and immediately added a whole new dimension to NASA exhibits and is now immensely popular.

For many of the meetings where the Hyperwall is used, the Science Communications Support Office recruits a line-up of speakers to help explain phenomena, ideas, or examples of world change; the staff provide technical support, helping presenters prepare the material they wish to share in formats appropriate for the Hyperwall. Many of the existing Hyperwall stories reveal change across space and time, while others display large-scale still images; all visuals are accompanied by descriptive, storytelling captions.

Our Products

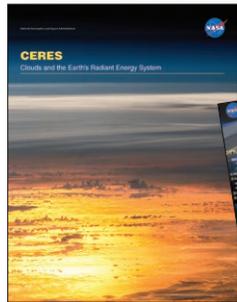
Like a seasoned storyteller, the Science Communications Support Office possesses the necessary skills and expertise to tailor a story (or message) to a specific audience. The office plans and custom-designs the exhibit-space for each event it supports, and develops and delivers content that will most effectively communicate its message to the audience that will be attending that event.

2017 NASA Science Calendar



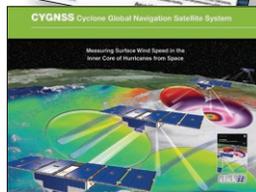
The Earth Observer Newsletter (since 1989)

Our bimonthly newsletter provides the latest news and historic perspective on NASA's Earth Science missions, field campaigns, and related research, applications, and educational activities. Subscription information and color copies of recent archived issues are available at eosps.nasa.gov/earth-observer-archive.



Mission Support

- CERES Mission Brochure
- A-Train Website
- Aqua Mission Website
- CYGNSS iBook

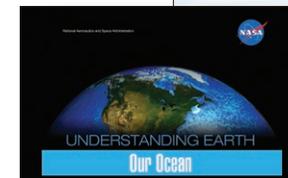


Find Us on the Web

- Twitter: Follow us @NASAHyperwall
- Flickr: www.flickr.com/photos/eosps/sets
- Hyperwall Catalog: svs.gsfc.nasa.gov/hw
- NASA's Earth Observing System: eosps.nasa.gov

Understanding Earth Booklets

- What's Up with Precipitation?
- Our Ocean
- What's Up with Precipitation? iBook
- Our Ocean iBook



Customized Hyperwall Content Brochures

Total Solar Eclipse 2017

IUCN World Conservation Congress

White House Frontiers

COP-22

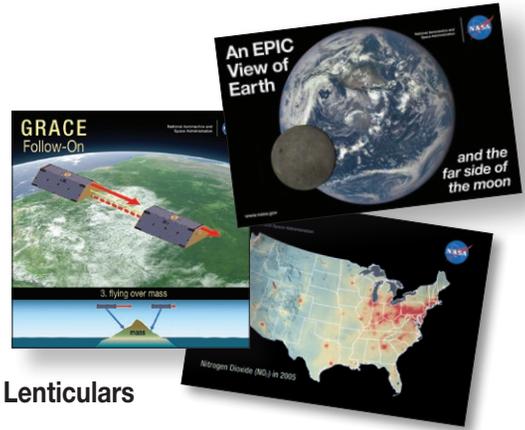


Thematic Exhibits

Ocean Worlds

Earth at Night

Total Solar Eclipse



Lenticulars

U.S. Nitrogen Dioxide and Nightlights

GRACE Follow-On

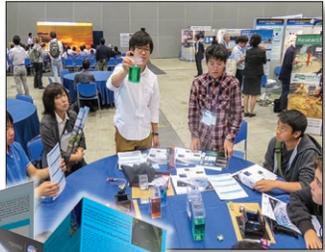
An EPIC View of Earth

Hands-On Activities

What Color is the Ocean?

Ultraviolet Beads

Tree of Thoughts



Event Support Displays, Posters, and Booklets

NASA Science Resources Brochure

Earth Day Activity Passport

Movie Poster (*Before the Flood*)

Student Visualization Winners Poster

Hands-On Demos Program

Hyperwall Science Stories Posters

NASA Science Resources Postcard

Ad for NCSE Conference

Upcoming Events

Looking ahead, the Science Communications Support Office will continue to develop innovative products and integrate new technologies into its exhibits, while continuing to maintain existing connections within the Science Mission Directorate and Earth Science Division. This will involve a full slate of conferences to attend as well as development of exhibits, print products, and Hyperwall content to support these events. As the office does so, they will also seek opportunities to establish new connections and further develop inter-agency and international collaborations.



The Science Communications Support Office has identified a list of upcoming conferences and events to attend in the 2017–2018 time frame. These include:

- **Association of Science Technology Conference**
San Jose, California: October 21–24, 2017
- **Geological Society of America Annual Meeting**
Seattle, Washington: October 22–25, 2017
- **American Public Health Association Annual Meeting**
Atlanta, Georgia: November 4–8, 2017
- **American Geophysical Union Fall Meeting**
New Orleans, Louisiana: December 11–15, 2017
- **American Meteorological Society Annual Meeting**
Austin, Texas: January 7–11, 2018
- **American Astronomical Society Annual Meeting**
National Harbor, Maryland: January 8–12, 2018
- **Ocean Sciences Meeting**
Portland, Oregon: February 11–16, 2018
- **American Association for the Advancement of Science Annual Meeting**
Austin, Texas: February 15–19, 2018
- **National Science Teachers Association National Conference**
Atlanta, Georgia: March 15–18, 2018
- **European Geosciences Union General Assembly**
Vienna, Austria: April 8–13, 2018
- **Earth Day at Union Station**
Washington, DC: April 2018
- **Maryland Library Association and Delaware Library Association Joint Conference**
Cambridge, Maryland: May 2–4, 2018
- **Japan Geoscience Union and American Geophysical Union Joint Meeting**
Chiba, Japan: May 20–24, 2018
- **Asia Oceania Geosciences Society Meeting**
Honolulu, Hawaii: June 3–8, 2018
- **Committee on Space Research of the International Council for Science 42nd Assembly**
Pasadena, California: July 14–22, 2018
- **IEEE International Geoscience and Remote Sensing Society**
Valencia, Spain: July 22–27, 2018
- **256th American Chemical Society Annual Meeting**
Boston, Massachusetts: August 19–23, 2018

To support these events, a variety of Hyperwall content and printed products will need to be designed and developed. The staff will work with their many partners to align the content of these items, and messages conveyed within, with the agency's current priorities. The office, with help from senior-level management, will also recruit several scientists and outreach personnel to present science stories on the Hyperwall.

Thank You!

The Science Communications Support Office staff wishes to extend their sincere thanks to everyone who contributed to this year's exhibit activities and content development.



Winnie Humberson
Team Lead

"Coming together is a beginning. Keeping together is progress. Working together is success." —Henry Ford

**Together
Everyone
Achieves
More**

"It is amazing how much you can accomplish when it doesn't matter who gets the credit." —Robert Yates



Steven Graham
Technical Lead



Mark Malanoski
Exhibit Specialist
Multimedia



Deborah McLean
Graphic Designer



Kevin Miller
Graphic Designer



Alan Ward
Senior Science Writer



Heather Hanson
Science Writer



Cynthia Trapp
Administrative Coordinator



Sally Bensusen
Visual Information
Graphic Designer



Marit Jentoft-Nilsen
Senior Data Visualizer



Amy Moran
Data Visualizer



Ishon Prescott
Exhibit Specialist
Social Media



Ryan Barker
Logistics Coordinator



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